What Is Claimed Is:

1. A double-faced image formation system comprising:

an image retaining conveyer that conveys to retain toner images;

a transfer part that electrostatically transfers the toner images retained on the image retaining conveyer onto a recording medium;

a fixation part that has a pair of fixation members disposed in contact with pressure and a lubricant feed member that supplies a lubricant on surfaces of the fixation members, and fixes the toner images transferred to the recording medium;

a reversing conveying part that reverses front and rear faces of the recording medium having the toner images fixed thereon by the fixation part, and conveys it toward the transfer part; and

an electrifying part that, when the recording medium is conveyed by the reversing conveying part, electrifies the lubricant adhered on the recording medium to a specific polarity.

2. A double-faced image formation system according to Claim 1, wherein the electrifying part electrifies the lubricant adhered on the rear face of the recording medium on which the toner images are not fixed to the same polarity as an electrified polarity of the toner images.

3. A double-faced image formation system according to Claim 2, wherein the electrifying part further electrifies the lubricant adhered on the front face of the recording medium

on which the toner images are fixed to a reverse polarity to the electrified polarity of the toner images.

4. A double-faced image formation system according to Claim 1, wherein the image retaining conveyer conveys to retain color toner images having toners of plural color components superposed thereon.

5. A double-faced image formation system comprising:

one or plural image retaining conveyers;

an intermediate transfer part disposed to face to the image retaining conveyer;

a primary transfer unit that transfers toner images on the image retaining conveyer to the intermediate transfer part;

a secondary transfer unit that transfers toner images on the intermediate transfer part to a recording medium;

a fixation unit that fixes toner images transferred on the recording medium to the recording medium;

a lubricant supply unit that supplies a lubricant to the fixation unit;

a conveyance unit that reverses the front and rear face of the recording medium having the toner images fixed on one side thereof by the fixation unit, and reconveys it to the secondary transfer unit; and

an electrifying unit that electrifies the recording medium conveyed on the conveyance unit.

6. A double-faced image formation system according to Claim 5, wherein the electrifying unit includes a pair of contact electrifying members that nip the recording medium.

7. A double-faced image formation system according to Claim 5, wherein a magnitude of an electrifying bias applied to the recording medium by the electrifying unit is determined on the basis of any one of characteristics of the recording medium, image density of toner images next recorded on the recording medium, and environmental conditions.

8. A double-faced image formation system according to Claim 5, wherein the electrifying unit electrifies the front and rear faces of the recording medium to different polarities.

9. A double-faced image formation system according to Claim 5, wherein the lubricant is amine-denatured silicon oil.

10. A double-faced image formation method comprising:

conveying to retain toner images by an image retaining conveyer;

electrostatically transferring the toner images retained on the image retaining conveyer onto a recording medium by a transfer part;

supplying a lubricant on surfaces of fixation members disposed in contact with pressure by a lubricant feed member, and fixing the toner images transferred to the recording medium;

reversing front and rear faces of the recording medium having the toner images fixed thereon by the fixation members by a reversing conveying part, and conveying it toward the transfer part; and

electrifying the lubricant adhered on the recording medium to a specific polarity by an electrifying part when the

recording medium is conveyed by the reversing conveying part.